EC'd Yes	Rep Order#	
	6837949	
	Ver# 1	
	Mod# 0	
	Status Confirmed	
	Traffic Order# 105006	
Last Received:		

Showing Buylines: All Lines Printed: **Printed:** 08/02/2012 9:26 AM 08/01/2012 11:51 AM

1 of

7

Estimate# Buyer Phone# Station KSNV-TV LAS VEGAS, NV.

Advertiser ().OBAMA FOR AMERICA

Product OBAM FOR AMERICA

Estimate# 1537 Fax# MAURA GILROY

> WASHINGTON, DC 20007
> Agency C/P1/P2/E 95/101/1537
> Flight Dates 10/16/2012 - 10/22/2012
> Hiatus Weeks Agency () GMMB 3050 K ST NW

> > Rep Firm Sales Office (Salesperson (

Salesperson Phone# Salesperson FAX#) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845

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	RACT CON	
	- CONTRACT COMMENT	

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SA	SA Buyli	M Buyli	TU-F Buyli	M Buyli	TU-F Buyli	M Buyli	TU-F Buyli	M Buyli	TU-F Buyli	Day
7A-9A	6A-7A Buyline Comment: NEWS	7A-9A .ne Comment	7A-9A .ne Comment	6A-7A Buyline Comment: NEWS	F 6A-7A Buyline Comment: NEWS	430A-459A Buyline Comment: NEWS	F 430A-459A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	F 5A-6A Buyline Comment: NEWS	Time
	: NEWS	7A-9A Buyline Comment: TODAY SHOW	F 7A-9A Buyline Comment: TODAY SHOW	: NEWS	: NEWS	A .: NEWS	A : NEWS	:: NEWS	NEWS	Program
:30	: 30	:30	:30	30	:30	: 30	:30	: 30	: 30 	Len
\$175.00	\$125.00	\$250.00	\$250.00	\$190.00	\$190.00	\$50.00	\$50.00	\$100.00	\$100.00	Rate
10/20-10/20	10/20-10/20	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	Dates
₽	н	N	σο	н	44	н	сts	щ	21, 	Spots/Week
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ш	Н	2	œ	H	4	H	44	Н	12 L	Total Spots
\$175.00	\$125.00	\$500.00	\$2,000.00	\$190.00	\$760.00	\$50.00	\$200.00	\$100.00	\$400.00	Total Cost
										Daypart

Buyline Comment: SAT TODAY

15	Į,	13	12	11		ESIIIIAIC# Buyer Phone# Fav#	Station 1 Advertiser Product	Rep Order# EC'd Yes
70 -	SU	SU	SU	SU	Ln Day	MAURA GILROY	\sim	er# 6837949 es
9A-10A ine Comment:	930A-10A ine Comment:	9A-930A Buyline Comment: NEWS	7A-8A Buyline Comment: SUN TODAY	6A-7A Buyline Comment: NEWS	Time	LROY	SNV-TV LAS VEGAS, NV. ().OBAMA FOR AMERICA OBAM FOR AMERICA	Ver# 1
F 9A-10A Buyline Comment: TODAY SHOW II	930A-10A Buyline Comment: CHRIS MATHEWS	NEWS	SUN TODAY	· NEWS	Program		, ÆRICA	1 Mod # 0
Н	S							Status Confirmed
						Agency C/F 1/F 4/E Flight Dates Hiatus Weeks	Agency (3050) WAS	onfirmed
:30	:30	:30	:30	:30	Len		() GMMB 3050 K ST NW WASHINGTON	Traffic (
\$150.00	\$175.00	\$125.00	\$250.00	\$110.00	Râte	10/16/2012 - 10/22/2012	() GMMB 3050 K ST NW WASHINGTON, DC 20007	Traffic Order# 105006 Sho
10/16-10/19	10/21-10/21	10/21-10/21	10/21-10/21	10/21-10/21	Dates	12		Prin Last Received: 08/ Showing Buylines: All Lines
œ	ц	<u>د</u> ،	Н	ы	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (ı ted: 01/2012 11
ч	Н	Ь	Н	Н	Weeks	n Phone# n FAX#		08/02/2012 9:26 AM l:51 AM
co	Н	Н	Н	Н	Total Spots	215-568-6540 215-568-1845	PHILADELPHIA AMY MCCREARY	9:26 AM
\$1,200.00	\$175.00	\$125.00	\$250.00	\$110.00	Total Cost	6540 1845	,PHIA REARY	

Daypart

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12P-1230P

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Buyline Comment: NEWS

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Buyline Comment: RACHEL RAY

20

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11A-12P

Buyline Comment: RACHEL RAY

18

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10A-11A

Buyline Comment: TODAY SHOW III

17

TU-F

10A-11A

Buyline Comment: TODAY SHOW III

16

Buyline Comment: TODAY SHOW II

9A-10A

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\$150.00

10/22-10/22

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\$300.00

32 M 4P-5P	31 TU-F 4P-5P Buyline Comment: NEWS	30 M 3P-4P Buyline Comment: PHIL	29 TU-F 3P-4P Buyline Comment: PHIL	28 M 2P-3P Buyline Comment: DRS	27 TU-F 2P-3P Buyline Comment: DRS	26 M 1P-2P Buyline Comment: DAYS	25 TU-F 1P-2P Buyline Comment: DAYS	24 M 1230P-1P Buyline Comment: AGENDA	23 TU-F 1230P-1P Buyline Comment: AGENDA	22 M 12P-1230P Buyline Comment: NEWS	rax# LT In Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser ().OBAMA FOR AMERICA Product OBAM FOR AMERICA Estimate# 1537 Bnyer MAURA GILROY Phone#	Rep Order# 6837949 Ver# 1 Mod# 0 Statu EC'd Yes
												Agency (). 3050 K. S WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks	Status Confirmed
:30	: 30	: 30	30	:30	:30	:30	: 30	:30	:30	:30	Len	× i Ω	Traffic
\$175.00	\$175_00	\$150.00	\$150.00	\$100.00	\$100.00	\$150.00	\$150.00	\$90.00	\$90.00	\$125.00	Rate	() GMMB 3050 K ST NW WASHINGTON, DC 20007 P1/P2/E 95/101/1537 es 10/16/2012 - 10/22/2012 seks	Traffic Order# 105006 Sho
10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	Dates	2	006 Prir Last Received: 08/ Showing Buylines: All Lines
2	ω	μ	.4	ļ	42-	н	d₁	н	.t2	₽ 	Spots/Week	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	ited: 01/2012 1
₽	Н	Н	 '	Ь	₽	I→	ы	⊢	щ	₽	# of Weeks	ones	8/02/2012 51 AM
2	α	Н	ıΔ	Ы	4	h	43-	1	ΖÌ	⊢ 1	Total Spots) PHILADELPHIA) AMY MCCREARY * 215-568-6540 215-568-1845	08/02/2012 9:26 AM 1:51 AM
\$350.00	\$1,400.00	\$150.00	\$600.00	\$100.00	\$400.00	\$150.00	\$600.00	\$90.00	\$360.00	\$125.00	Total Cost	PHIA BARY 540 845	

Daypart

Buyline Comment: NEWS 4P-5P

	EC'd Yes	Rep Order# 6837949
		Ver# 1 Mod#
		0 Status Confirmed
Showing Buylines: All Lines	Last Received:	Traffic Order# 105006
Lines	Received: 08/01/2012 11:51 AM	Printed: 08/02/2012 9:26 AM

Station K Advertiser	Estimate# Buyer Phone#	rax# LT Ln	33	(J.	ω <i></i>	36	37	38 88	39	40	7	42 	42 41
KSNV-TV LAS VEGAS, NV OBAMA FOR AN	1537 MAURA GILROY	Day	TU-F Buylij	M Buyline	SA Buyli:	SU Buyline	TU-F Buylir	M Buylir	TU-F Buylir	M Buyline	TU-F ; Buyline	M Buyline	
LAS VEGAS, NV. OBAMA FOR AMERICA	ROY	Time	5P-630P E 5P-630P	5P-630F ne Comment:	5P-630P Buyline Comment:	830P-930P ne Comment:	f 630P-7P Buyline Comment:	630P-7P Buyline Comment:	F 7P-730P Buyline Comment:	7P-730P ne Comment:	730P-8P Comment:	730P-8P	
ERICA		Program	NEWS	NEWS	NEWS	NEWS AFTER NEL	JEOPARDY	JEOPARDY	MHEEL	MHEEL	FACE TO FACE	FACE TO FACE	
Agency () GMMB 3050 K ST NW	Agency C/P1/P2/E Flight Dates Hiatus Weeks		1										
GMMB ST NW		Len	:30	:30	:30	:30	:30	:30	:30	:30	30	30	
WASSETTICTON DC 20007	95/101/1537 10/16/2012 - 10/22/2012	Rate	\$265.00	\$265.00	\$200.00	\$450.00	\$260.00	\$260.00	\$260.00	\$260.00	\$150.00	\$150.00	
See and see of see of see	12	Dates	10/16-10/19	10/22-10/22	10/20-10/20	10/21-10/21	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/22-10/22	
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	Phone# FAX#	# Off	⊢	Ь	Н	ר	Ь	1>	Ъ	Ч	ы	Ь	
) PHILADELPHIA	215-568-6540 215-568-1845	Total Spots	13	2	Н	ь	4.	ב	4	Ц	<i>a</i> ,	ц	
од үд МИР	5540 .845	Total Cost	\$3,445.00	\$530.00	\$200.00	\$450.00	\$1,040.00	\$260.00	\$1,040.00	\$260.00	\$600.00	\$150.00	
		Daypart											

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 $\mathbf{I}\mathbf{I}$ Phone# Fax# Bnyer Estimate# Advertiser Station Product 54 **ω** 52 51 50 9 48 47 46 45 44 Ľn KSNV-TV LAS VEGAS, NV.

"" ().OBAMA FOR AMERICA
OBAM FOR AMERICA MAURA GILROY DS SU 'nή щ SA S HI ¥ ΤŢ SΑ Day Buyline Comment: SUN NIGHT FIBL Buyline Comment: FNIA Buyline Comment: NBC PRIME Buyline Comment: Buyline Comment: DATELINE Buyline Comment: GRIMM Buyline Comment: ROCK CENTER Buyline Comment: THE VOICE Buyline Comment: WHEEL Buyline Comment: SVU Buyline Comment: THE VOICE 515P-830P 10P-11P Time 4P-515P 8P-9P 9P-10P 9P-10P 10P-11P 9P-10P 8P-9P 8P-10P 7P-730P NBC Program PRIME Agency C/P1/P2/E Flight Dates Agency Hiatus Weeks WASHINGTON, DC 20007 () GMMB 3050 K ST NW :30 :30 :30 :30 :30 :30 :30 :30 : 30 :30 Len :30 10/16/2012 - 10/22/2012 95/101/1537 \$4,000.00 \$400.00 \$350.00 \$1,300.00 \$1,100.00 \$600.00 \$1,000.00 \$750.00 \$950.00 \$1,100.00 \$175.00 Rate 10/21-10/21 10/21-10/21 10/20-10/20 10/20-10/20 10/19-10/19 10/19-10/19 10/17-10/17 10/16-10/16 10/18-10/18 10/22-10/22 10/20-10/20 Dates **|-**1 ш μ Spots/Week # of Weeks Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# Н \vdash Н) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 ш ш \vdash ш \vdash Total Spots 1-1 \vdash \$4,000.00 \$600.00 \$400.00 \$350.00 \$750.00 \$1,000.00 \$950.00 Total Cost \$1,300.00 \$1,100.00 \$1,100.00 \$175.00 Daypart

65 SU 1135P-12A Buyline Comment: SPORTS NIGHT	64 SA 1130P-1A Buyline Comment: SNL	63 M 1235A- 135A Buyline Comment: FALLON	52 TU-F 1235A- 135A Buyline Comment: FALLON	61 M 1135P- 1235A Buyline Comment: LENO	60 TU-F 1135P- 1235A Buyline Comment: LENO	59 SU 11P-1135P Buyline Comment: NEWS	58 SA 11P-1135P Buyline Comment: NEWS	57 M 11P-1135P Buyline Comment: NEWS	56 TU-F 11P-1135P Buyline Comment: NEWS	930P-10P 55 SU 930P-10P Buyline Comment: TBD	LT Ln Day Time Program	Advertiser ().OBAMA FOR AMERICA Product OBAM FOR AMERICA Estimate# 1537 Buyer MAURA GILROY Phone#	od # 0
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: 30	: 30	:30	: 30	: 30	: 30	: 30	:30	:30	:30	:30	Ĺen	₹ %	Traffic
\$90.00	\$400.00	\$60.00	\$60.00	\$150.00	\$1 50.00	\$285.00	\$285.00	\$275.00	\$275.00	\$350.00	Rate	3050 K.ST NW WASHINGTON, DC 20007 P1/P2/E 95/101/1537 es 10/16/2012 - 10/22/2012 eks	Order# 1050
10/21-10/21	10/20-10/20	10/22-10/22	10/16-10/19	10/22-10/22	10/16-10/19	10/21-10/21	10/20-10/20	10/22-10/22	10/16-10/19	10/21-10/21	Dates	12	Prir Last Received: 08/ Showing Buylines: All Lines
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۲	⊣	ы	41.	Н	ъ	Н	; <u></u>	Н	Ą	ا ا ا ا	Total Spots) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845	08/02/2012 9:26 AM 1:51 AM
\$90.00	\$400.00	\$60.00	\$240.00	\$150.00	\$600.00	\$285.00	\$285.00	\$275.00	\$1,100.00	\$350.00	Total Cost	YHA EARY 540 845	

Daypart

Rep Order# EC'd Yes 6837949 Ver# 1Mod# 0 Status Confirmed Traffic Order# 105006 Showing Buylines: All Lines Last Received: 08/01/2012 11:51 AM Printed: 08/02/2012 9:26 AM 7 of

Fax# Phone# Station KSNV-TV LAS VEGAS, NV. Advertiser ().OBAMA FOR AMERICA Buyer Estimate# Product MAURA GILROY OBAM FOR AMERICA 1537

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Flight Dates Agency C/P1/P2/E Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 10/16/2012 - 10/22/2012 95/101/1537

> Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY

> > -1

Hiatus Weeks

215-568-6540 215-568-1845

Salesperson Phone# Salesperson FAX#

Spots/Week # of

Weeks Total Spots

Total Cost

Daypart

-REPORT TOTALS-

Report Totals: 155 / \$36,695.00

-SALES MONTHLY TOTALS-

Sales Totals: 155 / \$36,695.00 Oct 12: 155 / \$36,695.00

Station Totals: 155 / \$36,695.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$122,317 CATV XXXX KTNV 14% % % KTUD KBLR % KINC KVCW UI % % KVMY KLAS ŝ 21% KSNV DVVX

> 80 30%

-COMPETITIVE COMMENTS-

SHARES ESTIMATED

Demos Books NOV12 RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

- CREDIT RISK -

CASH IN ADVANCE